WEEKLY REVIEW

LAST WEEK OF CONTEST

Everyone Hustle and Make it the Big Week

Wake Up to the Possibilities of the Blotter and Mailing Card and DO BUSINESS EVERY DAY

The Weekly Review

Published in the Interest of the Sales Department of the Gerlach-Barklow Co.

VOLUME TWO — Thursday, May 13, 1909 — NUMBER TWENTY-ONE

THE CONTEST APRIL 12 TO MAY 22

$30.00 Grip - - - - -	AA and A
$25.00 Grip - - - - -	BB and B
$30.00 Set of Trimmings - - -	AA and A
$25.00 Set of Trimmings - - -	BB and B

Trimmings Consist of Leather Cases With Full Set of Ten or Twelve Pieces.

BB and B CAN WIN AA and A PRIZE
AA and A MUST STAY IN THEIR CLASS TO WIN

Class AA.
$2,100

Albert
Coleman
K. H. Gerlach
Meyer
Roberts
Shimmin
Woodman

Class A.
$1,800

Barber
Byron
Cies
Finley
Lott
H. B. McDonald
Rowe
Ungerer

Class BB.
$1,500

Beelman
Brooks
Carter
Conkling
Considine
A. E. Gerlach
Lindsley
Moore
Osmun
Reilly
Scott
H. E. Smith
Thompson
White
E. L. Whittier

Class B.
$1,200

Barclay
Bayley
Betton
Blodgett
Bowles
Coulter
Ellis
Fadely
Fairbairn
Givan
Greenhalgh
Henaghan
Huffert
Kimbrough
Lambert
Lindon
Marks
McCully
W. A. McDonald
McLaughlin
Morton
Parks
Saxton
Shepard
F. A. Smith
S. L. Smith
Wiese
Urmson

We are frank to say we find it rather a difficult matter by a casual glance at the sales book to form any idea as to how many winners there will be in the contest now on.

There are of course, many men who are up to the necessary average, and some who are slightly behind, and still others who are far behind. The time, therefore, has come when like the careful mariner who has fairly gotten out to sea, and is well on the first part of a long voyage, we should wisely get out our sextant or quadrant and find exactly our bearings.

Well, careful observation shows that the company as a whole has reached a point in 1909 when it can look backward and forward with the greatest satisfaction. Thus far in the year we have marched on without impediment and nothing as far as we can see can stop our progress. In a word the company is doing finely, has started the New Year progressively and in all respects satisfactorily. This state of things shows of course, that the majority

of our sales force are doing admirable work, and that they responded promptly and successfully to the call of the company for increase and expansion.

The main concern now is not the man who is steadily doing things. He is all right. The man to focus thought on and give aid, encouragement, and generous help to, is the man behind, the worker who has fallen back in the race, and is short in results. With this end in view Mr. K. H. Gerlach as you know is now devoting his time to the field force, and we expect splendid results from his work.

Are you keeping in step to the inspiring music of G. B. progress? If you cannot answer in the affirmative, find out what the trouble is and get in step with the regular producers.

K. H. GERLACH'S NEW WORK

We have received enthusiastic letters from the majority of the salesmen in regard to Mr. K. H. Gerlach's promised visit to them and nearly all express themselves as being anxious to have him spend a few days with them. A good many years ago the writer took a whirl at selling calendars. Unfortunately for him he started out with the avowed intention of only sticking at it until he could get somehing else to do. While he met with what was then thought to be a fair success, he was disappointed with the volume of business he secured. The principal reason for his disappointment was the fact that he sold a great many more orders than ever found their way to the home office. Every day he met people whom he felt sure should have given him an order. The customer admitted the logic of his arguments and was apparently just ready to sign the order—but he didn't.

If the writer had had a Gerlach or some other successful salesman, to spend two or three days with him at that time, he would have had no desire to quit the road. Just a hint as to how to turn some of those near orders into real orders, would have changed the whole course of his life for the next few years.

Mr. T. R. Gerlach frequently tells of his first experience selling pictures for a house that afterwards was the pioneer in selling mounted calendars. After two or three weeks, having met with extremely poor success he sent in his resignation. But his employer knew he could sell the goods, so instead of accepting his resignation he had one of his successful salesmen come a long distance to show him that it could be done. Two or three days was all that was necessary, and then Mr. Gerlach turned in and beat his instructor, and he has been beating everyone else in the business ever since.

But for that little experience Mr. Gerlach would probably never have entered the calendar field and the G. B. Co. would not now be in existence.

How many of you salesmen have had experiences similar to that of the writer? Doubtless there are many of you who every day lose orders that you feel sure should have been secured. You don't know just where the trouble is and it is pretty hard for any one to tell you just where the trouble lies. You have got to have it demonstrated and that's what Mr. Gerlach is going to try to do for you.

This is Mr Gerlach's second week in the field, and while it is not expected that he will show a big business, yet it is gratifying to note that while demonstrating in apparently unproductive fields, he has been able to secure a fair volume of business. His work should prove an inspiration to the salesmen which will result in greatly increased effectiveness. He will hardly be able to see more than two or three salesmen a week, so it will take some time to get around the circle. Be prepared to make his stay with you profitable to both yourself and the house.

E. J. Barklow.

K. H. GERLACH WRITES FROM THE FIELD

"No doubt every salesman has by this time been advised of my intention to spend a few days in his territory sometime during the year. As we have a large force in the field it will of course, take a long time to get around, however, I hope to keep going and trust that it will not be necessary for me to miss anyone.

During the past week I visited two of our salesmen and can say that if the time spent has been half as agreeable to them as it has been to myself, I am sure they are satisfied with my visit. Whatever good has been accomplished, these men are of course best qualified to say. At any rate we had an opportunity to talk over matters of most importance to them in their work, in addition to putting in our time hunting for buyers.

While I am engaged in this work I want every salesman I visit to call on me for any assistance or information he may desire. The object of my being with you is to do everything possible toward making your territories yield the greatest volume of business it is possible for the G. B. Co. to obtain. If I can assist in any way toward increasing your sales the house will be benefitted as well. We want every salesman on our force to become a fixture, knowing that the longer a man remains with us the better business we will secure from his territory.

We firmly believe that the G. B. Co. will eventually be the largest producers of fine art calendars in the world. We will soon have the additions to the factory completed, which when completed, will give us the largest, finest and most complete calendar plant in existence, and at the rate we are building up our sales force, it will not be long until ours will be the greatest bunch of calendar salesmen as well.

With these two important factors in our favor coupled with a line of equal importance there is nothing that can stop our progress.

From all parts of the country the salesmen have reported satisfied customers. In my own field, buyers have told me repeatedly that the goods I sold them last year were the best they had ever had, and then emphasized the statement by again placing their order with me. With all of this in your favor you should go after business with confidence. Confidence in the house, your line and yourself. You cannot succeed without confidence, and the more confidence the greater the success.

You will be advised in due time from headquarters when I will be ready to meet you. Mr. Barklow writes me that he had heard a number of salesmen stating that they would be glad to have me join them a few days. This is of course, encouraging to me and I trust that as I go over the country meeting the different salesmen, every man will feel that the short time spent with him has resulted in some good.

K. H. GERLACH."

A DISTRIBUTION METHOD

On page 121 of the handbook, we publish form 17 which is a certificate-of-deposit method of distribution. Here is a new copy for the certificate of deposit and we think it is mightly clever. The form is drawn up on the regular regulation size of a certificate of deposit such as used by banks, being printed with the trade mark of the bank institution. The following matter is properly arranged in the form of a regular Certificate of Deposit. The copy reads as follows:

"First State Bank, Allegan, Mich.,
Dec. 19th, 1908.

John Smith has deposited in this bank one calendar for the year 1909, to be delivered on order of self, on return of this certificate properly endorsed.

The calendar will give you the dates of 365 days. If this certificate had been issued for a money deposit it would draw interest at 4% per annum on money left six months, and would be payable on any of the dates shown on this calendar except legal holidays.

FRANK H. WILLIAMS, Pres.

The certificates are of course, numbered numerically and to give it the appearance of a genuine certificate it is stamped with a check perforating machine, "Not over five dollars, $5.00."

LAST WEEK OF APRIL SHOWS SEVENTY-FIVE PER CENT GAIN

Are You One of the Fellows Who Has Helped Make Possible the Wonderful Increase of This Week and Every Other Week of the Year?

GET IN LINE WITH THE STEADY PRODUCERS

Reports for April are now all in, and the last week closes with a gain of 75% over the corresponding week of last year. The closing of April marks a wonderful period in the history of the G. B. Company. Week after week remarkable gains have been announced in the Review, and everything points to the splendid work keeping up during the month of May.

In the sales force of the G. B. Company as on any other sales force will be found men who are not living up to their possibilities. Just what the reason for this is would be hard to answer, but the fault certainly lies with the man. That there is absolutely no question about this we are firmly convinced—we could not help but be convinced, as strong evidence comes to hand every day.

We have on our force men who have sold calendars for years back who are doing a splendid business. On the other hand we have men who have never sold calendars prior to the first of this year, in fact men who have not sold calendars up until a few months ago, who are doing a splendid business and with regularity.

Then again we have men who have been with us since our organization, who are going along in a half spirited sort of a way, and while they are doing a fairly satisfactory business from a financial standpoint, these men are not living up to their possibilities. If they were their sales would be showing an increase.

Have you ever stopped to consider what an increase of 100% in your business over last year would mean to you, or what a 50% increase would mean? Almost to a man the sales force has shown such a gain, and again we want to say that the fellow who is not running far ahead of his last year's record is not living up to his possibilities.

We don't believe there is a concern doing business in any line, who is doing more for its sales force than the G. B. Co., nor is there an organization who is willing to do more. As all of you know Mr. K. H. Gerlach proposes to devote the greater portion of the balance of this year, working among the boys in the field. This is going to prove a very expensive proposition for the G. B. Co., but on the other hand we believe that in the long run it is going to help make the sales force more efficient, and of course, this is what we are striving for. We want every man on the force to prove a success, we are willing to help you, and it is up to you to now try and help yourself. To try and help a man who has not determined to help himself is like administering medicine to a patient who has made up his mind he is going to die. The chance for a cure is very remote.

The next several weeks are most delightful weeks for outdoor work, and we want every man to put forth his best efforts to help maintain the wonderful record made by the sales force of the G. B. Company this year. We are frank to say that if we are going to keep up this record every man on the force must do his very best. If ten, fifteen or twenty men decide that because they have put in three or four strenuous months, that they are now going to ease up a little, or lay off for a few days or a week, you can easily figure out what a difference it will make in our total sales.

While we realize that every man who has been going along at a lively clip, will sooner or later want to ease up a little and take a rest, at the same time we believe the time to do this

is when hot weather reaches us. Your competitors are pretty likely to be going along at a steady gait right now, and any loss of time from the field means loss of orders and commissions to you. Why not wait until the other fellow is likely to lay down for a short time?

A glance at the sales book shows that a number of men were absent from the field or not working for one reason or other. We believe that these men make a big mistake in losing time at this season of the year, and we want to see every man on the force put in full time during the remaining weeks of this month and June.

By the time this reaches you we will be about to enter the last week of the contest. Let us try and make the last week the biggest week, during the six weeks period. This can be done if you will make the effort.

SHIMMIN LEADS THE SALES FORCE WITH TOTAL OF $1,414.00

Mr. Shimmin has been devoting a little time off and on for a few months back to a large prospect, a last year's customer by the way, and finally closed the order on Thursday, the 29th. This order amounts to approximately $1300.00, and is one of the best orders landed this year. These people placed an order with us last year amounting to $795.00, and it is very evident that they were mighty well pleased with the results obtained from the distribution of G. B. calendars, and we want to congratulate Mr. Shimmin on this nice work in getting such a splendid increase over last year's order. He secured business four days during the week and a total of $1414.00.

Mr. K. H. Gerlach was not in the field during week ending May 1st, but he received some business by mail that puts him well up in the gross sales column, as a matter of fact he stands No. 2.

Mr. Cies follows with a nice week to his credit. He reports business every day and a total of 20 orders. The fact that he wrote 20 orders is evidence that he was on the job every minute, and his is certainly a splendid showing. With the exception of Tuesday Mr. Cies' work was pretty evenly distributed. His best work however, was on Tuesday when he wrote five orders amounting to $147.30. Monday he wrote three orders, Wednesday five, Thursday four, Friday one, and Saturday two orders. Mr. Cies is going along at a splendid clip, and undoubtedly he will prove a winner in the contest now on.

Mr. Woodman stands No. 4 having reported business for four days and a total of 8 orders. Monday and Thursday were his off days. On Tuesday three orders amounted to about $100.00, Wednesday he secured two orders of fair size, Thursday his two orders amounted to $137.00 and Saturday his single order amounted to $44.00. Mr. Woodman is another who is going along at a nice gait in the contest. He lost a little time during the first week or two, but in a recent letter he expressed the determination of making up for the lost time and we believe he is going to do it. Certainly if he can put up a finish like he did in the last contest he will prove a winner, but we hope it will not be necessary to do this, and that he will be able to write a sufficient quantity of business so as to make such a grandstand finish unnecessary.

We are mighty anxious to see Mr. Woodman win a set of trimmings, as well as all other winners in the last contest, and those who were not winners we hope to have the pleasure of sending a grip at the close of the present contest. A glance at the sales book shows that Mr. Woodman's average up to the first of May shows a 100% increase over last year, and we want to say that he wrote a mighty good business during the corresponding period of last year, when it is taken into consideration that he was then a new man at the game.

Mr. Shepard's total is not far behind Mr. Woodman's. He reports business four days and a total of four orders. His best business was written on Tuesday and Wednesday. His one order Tuesday amounted to about $100.00, and his single order taken Wednesday amounts to $130.00. Thursday and Saturday were his off days.

Mr. S. L. Smith follows with a clean week to his credit, and a total of 10 orders. Mr. Smith's best work was early in the week, as on Monday he secured three orders, Tuesday three orders and each of the remaining days one order each day. There were no particularly large orders, his work being pretty evenly

balanced throughout the week. We want to say that Mr. Smith is doing mighty fine work, and as we announced not long ago he is a new man with us, although an old man at the calendar game.

Mr. Meyer follows with a total just $3.00 less than that of Mr. Smith. His best business was on Friday when he wrote two orders amounting to $221.00.

Mr. Bowles follows with a total just $5.00 less than Mr. Meyer's. He reports business for five days and a total of eight orders. Saturday was his off day. On Monday he wrote two orders, Tuesday and Wednesday one each, Thursday and Friday two each. His best order was written on Tuesday and amounts to $109.00. Mr. Bowles by the way joined the G. B. sales force about the first of April, and apparently he has struck his gait and we think he will be heard from with regularity.

Mr. Carter reports a clean week and a total of 11 orders. His total business shows a very fair volume and his work was pretty evenly distributed throughout the week. On Monday and Tuesday he wrote one order each day, Wednesday, Thursday and Friday two orders each. He closed the week by writing three orders on Saturday.

There are a number of others who have reported satisfactory totals, among whom we might mention Mr. Conkling, Mr. McCully, Mr. Ungerer, Mr. Finley and Mr. McLaughlin.

Number of Orders.

Last week Mr. Cies led the force under this heading with a total of 15 orders, and this week he again stands No. 1 with a total of 20 orders. Back in March Mr. Cies had a spell of sickness that kept him out of the field for some little time, he however, has been going at a splendid gait of late, and a glance at the sales book shows that since March 29th he has not missed sending in business a single day,and has written a total of 80 orders, giving him an average of almost three orders per day for the past five weeks. This is certainly a mighty fine record, and now that Mr. Cies is feeling himself again we know that we can count upon him keeping up the splendid work.

Mr. Carter follows with a total of 11 orders. Mr. Parks and Mr. S. L. Smith tie for 3rd place with a total of ten each. Mr. Bowles stands No. 5 with a total of eight orders. Mr. Betton No. 6 with a total of seven orders. Four tie for 7th place with a total of six orders each viz. A. E. Gerlach, Mr. Huffert, Mr. McCully and H. E. Smith. Three salesmen tie for eleventh place with a total of five orders each, viz. Mr. Barber, Mr. Fadely and Mr. Ungerer. There are seven tie for 14th place viz. Messrs. Conkling, Heneghan, Meyer, Moore, Reilly, Shepard and Shimmin.

Days' Business.

Again we are forced to say that the showing under this heading is hardly satisfactory, al-

STANDING OF G.-B. SALESMEN FOR WEEK ENDING, MAY 1st, 1909

	Standing In Sales	Days Business	No. Orders
Albert	41	7	12
Barber	28	5	7
Barclay	41	7	12
Bayley	27	4	9
Beelman	35	5	10
Betton	31	4	5
Blodgett	36	7	11
Bowles	9	2	4
Brooks	20	5	10
Byron	37	7	11
Carter	10	1	2
Cies	3	1	1
Coleman	41	7	12
Conkling	11	3	8
Considine	21	4	9
Coulter	32	6	9
Ellis	34	6	11
Fadely	30	3	7
Fairbairn	38	6	11
Finley	14	5	10
Gerlach, A. E.	17	1	6
Gerlach, K. H.	2	6	11
Greenhalgh	41	7	12
Henaghan	33	3	8
Huffert	24	3	6
Lindsley	6	6	10
Lott	16	5	10
McCully	12	2	6
McDonald, H. B.	26	5	10
McDonald, W. A.	25	4	9
McLaughlin	15	5	10
Marks	41	7	12
Meyer	8	5	8
Moore	23	4	8
Osmun	22	5	10
Parks	19	3	3
Reilly	29	4	8
Roberts	41	7	12
Rowe	41	7	12
Saxton	41	7	12
Scott	41	7	12
Shepard	5	3	8
Shimmin	1	3	8
Smith, F. A.	39	5	10
Smith, H. E.	18	4	6
Smith, S. L.	7	1	3
Thompson	40	5	10
Ungerer	13	3	7
White	41	7	12
Woodman	4	3	4

though the majority of men on the force have written a satisfactory business for the week, and the actual increase over the corresponding week of last year is 75 per cent.

While the increase is 75% it could have easily been 100% or better, if more of you made an effort to write business with regularity. Only four on the force report business every day, and we feel that we ought to be able to figure on at least half the force reporting business every day. Those who went through the week with clean records are Mr. Carter, Mr. Cies, Mr. A. E. Gerlach and Mr. S. L. Smith.

Two salesmen report business five days viz. Mr. Bowles and Mr. McCully. The following report business four days: Messrs. Conkling, Fadely, Heneghan, Huffert, Parks, Shepard, Shimmin, Ungerer and Woodman.

We do not doubt for one minute but that nearly every man on the force makes some sort of an effort to get some business every day when in the field, but the point is: Do you start out with the determination of getting business? A man may start out in a luke warm condition and work all day and not land an order, but let that same man start out full of confidence and a determination to do business, and he is pretty likely to succeed.

The most successful salesmen are men who put a valuation on their time. We have men that we know of on our force that work in this spirit, and they are successful men; Mr. K. H. Gerlach for instance. We don't believe that Mr. Gerlach has missed sending in business a single day while in the field this year. Of course, he has been out of the field some few days when it was necessary for him to be in the factory, but when in the field he works with a determination of doing business every day *and he does business.*

This is also true of Mr. Cies, Mr. A. E. Gerlach and others on the force, but unfortunately the men who get business every day are in the minority. Those of you who know these gentlemen, must be fully aware of the fact that they are men who are good feelers and who enjoy life as much as any of you. The point is when they work they work hard, and when it is time to play they play.

SOME GOOD ORDERS

Mr. Brooks sold a trust and savings bank "Violet" in series M8, the order amounting to $106.00. Mr. Bowles' best order of the week was secured from a cigar company. He sold them our splendid Fery subject "The Sentinel," a small lot of jumbo rolls, and the remainder of the order is made up of the same subject in series 7 roll. The order amounts to $109.00.

Mr. Conkling wrote an order for a laundry amounting to $98.00. The subjects selected were "The Sisters" in series 4 roll, and "Doris" in series M18 mount. Mr. Considine sold a contractor and carpenter a mixed order calling for series D33 and some regular mounts series M22, the order amounting to $82.50.

Mr. Finley's best order of the week was taken from a dealer in drugs. It amounts to $137.50, the subject sold being "Holly" in series D33.

As we have stated elsewhere Mr. K. H. Gerlach was not in the field this week, having spent the greater part of the week in the factory, preparatory to starting out in the field among the boys. He however, received a splendid mail order for Palm series blotters for monthly distribution. This order amounts to $495.00.

Mr. H. B. McDonald sold a lumber and coal company "The Sentinel" in series 1 roll, and "The Sisters" in series M4 mount. This order amounts to $91.50.

Mr. Meyer's best order of the week was a bank order. He sold them $131.00 worth of subject "Before the Opera" in series D33. Meyer also sold an insurance company a lot of plain business calendars P6004, the order amounting to $90.00.

Mr. Osmun's best order of the week was taken from a drug company. It is a mixed order and amounts to $94.05. Mr. Shepard's best order was from a laundry. He sold them subjects "June" and "A Frosty Morning" in series D33, the order amounting to $130.00. Another fair order of Mr. Shepard's was from a coal company. He sold them $96.00 worth of "Ready for the Day's Work" in series M25. Mr. Scott sold an iron works $94.00 worth of "Hallowe'en" in series D25.

Last week on the cover of the Review we re-

ferred to a magnificent order that Mr. Shimmin wrote during the week ending May 1st. This order was from a fertilizer and amounts to $1277.00. The subjects sold were "A Little Mimic," "Isabel," "Marion" and "Violet" all in mounts. We might state that we had this order last year, and while it was a splendid order amounting close onto $800.00 you will note that this year's order shows a substantial increase.

We don't know of any better evidence of the quality of goods we are turning out than the fact that substantial business concerns of this character have increased their orders with us so materially. This is only one of many instances of this sort.

NEW DISTRIBUTION METHOD

Here is a new method as far as we know, and it looks as though it might be a pretty good one. At least it would certainly arouse considerable interest, and after all the idea of a distribution method is to arouse interest in the first place, and then the advertiser must distribute a calendar worth while.

This method contemplates having printed announcements in the form of a subpoena. A good form is to have the sheet say 5½x8 and folded longwise, making the form after folded 2¾x8. The subpoena should read something like this:

STATE OF ILLINOIS
COUNTY OF SUCCESS
SS.

JONES & JONES
vs.
HIGH PRICES
COURT OF ECONOMY

To ..... GREETINGS:

You are requested to appear at our store at any time and many times, and inspect our splendid line of holiday goods and testify to the truth of our claim that we have a most complete line of articles suitable for Holiday gifts in such variety that selection can easily be made for appropriately conveying the sentiment of the season to relative or friend.

You are further requested to present this document and receive free of charge one of our handsome calendars for 1910, bearing a reproduction of a famous painting of one of the world's foremost landscape artists.

WITNESS our Hand and Seal under our sincere wishes that you may enjoy a Happy and Prosperous 1910.

(Seal.) JONES & JONES.

The cover of announcement or supooena should read as follows:

COURT OF ECONOMY.

.....

Jones & Jones
vs.
High Prices

.....

SUBPOENA
for
Mr.....

In the lower left hand corner can be pasted a red seal such as used on legal paper, or a gold seal, or something of this sort to make the document look more official. The "subpoenas" can be "served" on the customers or prospects of the concern adopting the method by a man wearing a huge tin star or some method of this sort so as to arouse interest. The idea of having a man serve the subpoenas, having a huge star would result in considerable fun and at the same time arouse interest.

As far as we know this method has never been worked by anyone, and should any of you propose this method to prospective buyers we would like to know what interest it arouses, if any.

J. G. WHITTIER WANTS ASSISTANCE OF MR. GERLACH.

In connection with the proposed field work of Mr. K. H. Gerlach, J. G. Whittier writes as follows:

"Am more than pleased at the prospect of assistance from K. H. Gerlach and will cooperate with him as seems best upon his arrival. Have several special deals on hand, which may be able to hurry along, in the city and nearby territory.

J. G. WHITTIER."

NEWS FROM THE FIELD

DO IT NOW.

We have made some remarks elsewhere regarding Mr. A. E. Gerlach. You all know that he is one of the steady producers on our force; he gets business every day, and in a large city at that. There certainly must come a time when he has to use a whole lot of persuasion on a prospect to get him to sign an order. Mr. Gerlach is one of those fellows who is determined to get business every day, and he gets it. In sending in an order the other day, he writes that it is one of those instances illustrating the difficulty in closing orders daily. He did not write the article for publication, but we are going to tell you about it.

Mr. Gerlach dropped into the office of a manufacturing concern in Chicago, who he had never called on before, and found that the manager was in the factory. Without stating his business he informed the clerk that he wished to see the manager in the office. When this gentleman arrives in the office and learns Mr. Gerlach's business, he makes the remark; "Why I look at a line of calendars almost every day." Gus made the remark that most men showing calendar lines were not salesmen, but men who simply showed the goods, adding the remark "I belong to the Sales Department of the G. B. Company, and make it a business to sell art calendars, but I first expect to convince you that I can offer you something that is going to bring you splendid results." The buyer said we only buy about 100 calendars, and would not buy any until next November. Mr. Gerlach said "If I can't sell you today I am willing to turn you over to some of my competitors who will sell you later." He finally showed the prospect through the line, and found that he would not buy without consulting his partner. He learned that the partner was in the factory and made the remark, that if they would send and get him that he would assume all the blame. Finally he got the two partners together and ended by selling them 500 instead of 100, and he sold them in May instead of Nov.

This is one of those instances where the buyer raises all kinds of objections to buying early, and it requires a persistent salesman to land the business.

CIES SAYS "LAY ASIDE A CLASS "AA" GRIP FOR ME."

Mr. K. H. Gerlach recently had occasion to write Mr. Cies in connection with the work that Mr. Gerlach is going to do among the sales force. We might say that it is not Mr. Gerlach's intention to work with Mr. Cies, although he probably will call on him when in the field in that vicinity.

We don't believe that Mr. Cies needs any help, as he is one of those steady producers, but we know he would be mighty glad to see Mr. Gerlach while he is passing through Kansas. In part he writes as follows:

"You are no more glad to see me back in the game than I am to get back. It nearly broke my heart to have to read the Review every week, and see my name "gone to pot" and if I had had my health I would have been working on a set of trimmings instead of for a grip.

By the way I have just been figuring up, and I see that in the three weeks I have written about two-thirds of the amount necessary and I ought to get the other third in the next two weeks, so I guess you can just as well lay aside a grip for me, as I am needing the commissions pretty badly, and by the way you might just as well make it a class "AA" grip.

Thanking you for your good wishes, I beg to subscribe myself, your old pal when you are carrying the grips, and your humble servant when you assume your official position.

H. W. Cies.

DE LUXE LINE WINS FOR SHEPARD.

Mr. Shepard has sold a certain bank in his territory for the company with whom he was connected before joining the G. B. sales force, and he called on these people early in January. They had been well satisfied with the calendars they had been buying, and we coud hardly blame them for not wishing to make a change

without looking over the old line. They also were considering using novelties this year. Finally they did look at the G. B. line and Mr. Shepard got them to agree to give him the preference, if they could not find anything they liked better in the way of a calendar.

Mr. Shepard did not call upon them again till a few days ago, and found that they were waiting for him to come and write their order. At the same time they informed him that they had looked over the other lines and had found nothing to compare with our De Luxe mounts. Shepard's letter follows:

"I consider this order for the First Nat'l Bank of P.... the greatest victory for the G. B. line and our beautiful De Luxe mounts of any I have had this year. When I was here in January they looked over my line carefully but would not give their order as they insisted that they wanted to see other lines, and were also looking for something in a novelty to use in place of a calendar. I finally got them to agree to give me the preference and their order if they did not find anything they liked very much better in other lines, as I have had their order for two years with the W. & T. line.

I called again today and found they were waiting for me to come and get their order, and they told me they liked the samples I showed them better than anything shown by any of the other houses and that they had seen a good many lines, but ours is the best.

L. R. Shepard."

F. A. SMITH SAYS, WE NEED A "FIELD MAN."

As most of you know it is the intention of Mr. K. H. Gerlach to spend the greater part of the balance of this season in the field among the boys, particularly those who believe that if he could work with them a few days in the field the results would be beneficial to all concerned.

Mr. Gerlach has a mighty hard task cut out for him, as you all know it is not easy to jump into new territory and grasp the situation immediately. We know however that if Mr. Gerlach could work with any man on the force for two or three days that even though it was only a mutual exchange of ideas it will be beneficial. Mr. Smith writes as follows:

"I am just in receipt of yours of recent date, advising me that Mr. K. H. Gerlach is to spend a good part of the balance of the season in the field with the boys. I think this is one of the best things the G. B. Company has ever attempted, not only from the salesman's point of view, but from the standpoint of the house.

While I have been in the calendar game several years, I am learning new points every day, and one man can't always land them all. I certainly will be glad to have him with me two or three days, and know that many a man will be braced up when just about ready to "fall down." We need a "field man."

F. A. Smith."

MEYER SAYS THE GRIP IS WELL WORTH THE EFFORT.

Mr. Meyer writes as follows with reference to prize grip which we shipped him not long ago. His letter follows:

"I received the grip you sent me in fine shape not a scratch or a scar on it, and it is certainly fine and well worth all effort it took to win it. I feel sure that I will never forget the grip or its sender. Accept my sincerest thanks. Calling it a fine one is putting it mildly, and now the trimmings, I know they would look fine in it, and although the time is half expired, I will work and try to win them.

E. E. Meyer."

ROBERTS ACKNOWLEDGES RECEIPT OF HIS GRIP.

Mr. Roberts, as you know was one of the winners in the last contest. In acknowledging receipt of the grip he writes as follows:

"The grip is a "dandy" and I am greatly pleased with it, and certainly wish to express my appreciation to the G. B. Co. for picking out such a "nifty" bag. It comes in very handy too, for I expect to leave for a long trip the latter part of this week.

I trust that I may have the pleasure of receiving a set of trimmings for my work in the "wilderness."

H. A. Roberts."

BAYLEY WANTS A VISIT FROM K. H. GERLACH.

Regarding Mr. Gerlach's proposed work in the field, Mr. Bayley writes as follows:

"I certainly will be glad to have Mr. Gerach with me for a few days. The Gerlach-Barklow Co. have done many things to help the sales force, but this is the best of all. I have

often wished that I could be with Mr. Gerlach for about a week, feeling that it would be the most valuable experience a salesman could have.

Osborne's man and myself locked horns on the bank order at .... a few days ago, they had bought of Osborne for years and would not look at my line until they had looked at the Osborne line. They looked and when I called the second time, told me that they could not find anything in the Osborne line, as it was not up to the usual standard. He had no trouble in finding something in our line, in fact he found half a dozen.

This gave me a great deal of satisfaction as the Osborne man told me the night before that no one could sell this bank but the Osborne people. N. C. BAYLEY."

TEN COMMANDMENTS FOR BUSINESS

I.

Thou shalt not wait for something to turn up, but shalt pull off thy coat and go to work that thou mayst prosper in thy affairs and make the word "failure" spell "success."

II.

Thou shalt not be content to go about thy business looking like a bum, for thou shouldst know that thy personal appearance is better than a letter of recommendation.

III.

Thou shalt not try to make excuses, nor shalt thou say to those that chide thee, "I didn't think."

IV.

Thou shalt not wait to be told what thou shalt do, nor in what manner thou shalt do it, for thus may thy days be long in the job which fortune hath given thee.

V.

Thou shalt not fail to maintain thine integrity, nor shalt thou be guilty of anything that will lessen thy good respect for thyself.

VI.

Thou shalt not covet the other fellow's job, nor his salary, nor the position which he hath gained by his own hard labor.

VII.

Thou shalt not fail to live within thy income, nor shalt thou contract any debts when thou canst not see thy way clear to pay them.

VIII.

Thou shalt not fail to blow thine own horn, for he who is afraid to blow his own horn at the proper occasion findeth nobody standing ready to blow it for him.

IX.

Thou shalt not hesitate to say "No" when thou meanest "No" nor shalt thou fail to remember that there are occasions when it is unsafe to bind thyself by hasty judgment.

X.

Thou shalt give every man a square deal. This is the last and great commandment and there is no other like unto it. Upon this commandment dependeth all the law and the profits of the business world.

MAY 13, 1909

WITHDRAW LEFT-OVERS

HANGER NO. 3191 In Heart of Forest

CARDBOARD NO. 1692 Rocky Fords

No further orders for these subjects will be accepted.